



09/970,535

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:

Robert L. Parker, et al.

Application No.: 09/970,535

Docket No.: P9334

Filed: 10/03/01

For: Presentation of Personalized  
Merchandise in an Electronic  
Commerce Transaction

*AMOT 5/a*  
*S. Ellis*  
*July 2, 04*

Examiner: Gerald J. O'Connor

Art Unit: 3627

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MAR - 9 2004

**GROUP 3600**

**AMENDMENT AND RESPONSE**

COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office action dated December 24, 2003, please amend the  
above-identified application as follows: